

Honda, in paragraph [0108], discloses that when the reference creation button is operated and the number assigned to the business card is entered, the business card image that the order-placing party created in the past is displayed.

Further, Honda, in paragraph [0097], discloses that placing/receiving orders for other image data, such as various types of invitations, new year greeting cards, calendars, posters, etc., can also be carried out in the same manner by means of the bi-directional communication between the terminal of the order-placing end and the terminal of the order-receiving end.

Further still, Honda, in paragraph [0117], discloses a data-replacement function that is capable of implementing partial data replacement by *means of the registered number control.*

In view of paragraphs [0097], [0108], and [0117], Honda does not disclose that when a user orders an invitation, image data is *generated* by using print content data which was stored when the user ordered a business card.

Accordingly, Applicants respectfully assert that Honda does not disclose storing print content data used in a case of printing on a first type of printing medium, generating print data to be printed on a second type of printing medium by using the stored print content data, wherein the second type of printing medium is one selected from the group and is different from the first type of printing medium, as recited in independent claims 1 and 16.

In accordance with the above remarks, Applicants submit that independent claims 1 and 16 define patentable subject matter. Claims 2-15 and 17-30 depend from claims 1 and 16, respectively, and therefore, also define patentable subject matter, as well as for the additional features they recite. Thus, Applicants respectfully request that the Examiner withdraw the §102(b) rejection.

In view of the foregoing, it is respectfully submitted that this application is in condition for allowance. Favorable reconsideration and prompt allowance of claims 1-30 are earnestly solicited.

Should the Examiner believe that anything further would be desirable in order to place this application in even better condition for allowance, the Examiner is invited to contact the undersigned at the telephone number set forth below.

Respectfully submitted,



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